

ASHI WEEKLY NEWSBRIEF

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MEDIA KIT

EVERY WEEK



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ASHI WEEKLY NEWSBRIEF
AMERICAN SOCIETY OF HOME INSPECTORS
A WEEKLY NEWS AND INFORMATION RESOURCE FROM ASHI

low sees huge market in solar shingles
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ow Chemical Co. said it would begin selling a new rooftop shingle next year that converts sunlight into electricity. The shingle will use thin-film cells of copper indium gallium selenide, a photovoltaic material that typically is more efficient at turning sunlight into electricity than traditional polysilicon cells. [MORE](#)

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Industry News

Architects see trend toward smaller homes, maximum use of space
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e to the recession and a renewed interest in lowering utility costs, there has been a growing demand for smaller sized homes in recent years. There has also been an adjustment in the volume of desired living space with a preference for lower ceilings and a diminished interest in two-story foyers. Property upgrades, however, are popular with households trying to maximize their usable space with finished attics and basements, outdoor living enhancements and blended indoor/outdoor features. [MORE](#)

A. requires anti-graffiti materials on all new single-family homes
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eaving a new front in the city's efforts to reduce tagging, the Los Angeles City Council approved an ordinance requiring that new homes built in the city include some type of finish that is resistant to graffiti spray paint. The ordinance, which was unanimously approved, offers an exemption to owners who sign an agreement with the city to remove any graffiti that appears on their property within seven days. [MORE](#)

Survey: Demand up for energy-efficient homes
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e long U.S. housing downturn has led homeowners to scale back both the size of houses and the amenities and within them, but consumers are still willing to invest in energy efficiency, according to a quarterly survey by an architects' trade group. [MORE](#)

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Economic Indicators

new law set to make homeowners less vulnerable to foreclosures
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e Consumer Economic Protection Act of 2009 was created to help homeowners facing foreclosure, preserve communities and protect consumers from unfair debt collectors. North Carolina Gov. Bev Perdue recently signed Senate Bill 974 into law. [MORE](#)

. Q2 home foreclosures, mortgage delinquencies up
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e number of home foreclosures in process and delinquent mortgages rose during the second quarter, while home retention actions also increased, according to U.S. bank regulators. [MORE](#)

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EMA grants coming to uninsured homeowners
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ederal officials say they will soon begin sending money to people in 17 counties who lost homes and businesses to last week's floods. In addition, federal officials added another five counties to a list of nine that are eligible to receive grants to repair roads and other damaged infrastructures. [MORE](#)

Small Business News

ix ways to deal with small-business stress
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annot think of many jobs that pay a good amount of money that don't also offer a good amount of stress, says Jay Goltz. The interesting thing about entrepreneurship is that you can encounter stress either because you are busy and growing and making money—or because you are not. [MORE](#)

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Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
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Leverage the power of words with a 15-word text ad to drive traffic to your website.
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Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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Prices are for participation in 13 emails to 5,000 home inspectors (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



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 Lorem ipsum dolor sit amet,

Current Promotion
\$2250

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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THE ASHI WEEKLY NEWSBRIEF, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
INDEPENDENT HOME INSPECTORS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of business leaders specializing in home inspections, the ASHI Weekly NewsBrief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

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NEWS
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